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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BMK 3084 – MARKETING RESEARCH

(All sections / Groups)

12 OCTOBER 2016
2.30 P.M. – 4.30 P.M
(2 Hours)

INSTRUCTION TO STUDENT

1. This Question paper consists of two (2) pages, (excluding this cover page) with six (6) questions.
2. Answer only five (5) questions. The distribution of the marks for each question is given.
3. Please print all your answers in the **Answer Booklet** provided.

There are **SIX (6)** questions in this section. Answer any **FIVE (5)** questions.

Question 1

Discuss the function of a theory in developing a research design.

(20 marks)

Question 2

i. What are the advantages and uses of secondary data in marketing research?

(10 marks)

ii. Describe the uses of survey method to collect data.

(10 marks)

Question 3

Develop a series of constant sum scaling technique, comparing the quality of service provided by any **THREE (3)** private hospitals in Malaysia.

Question 4

(20 marks)

i. What is Semantic Differential Scale? Describe briefly.

(5 marks)

ii. Construct a Semantic Differential Scale, with **FIVE (5)** attributes, to measure customers' perception on Pos Laju courier service.

(15 marks)

Question 5

Discuss the **FOUR (4)** types of non-probability sampling techniques.

(20 marks)

continued....

Question 6

Explain why it is important to clean the data before it is transcribed and how it can be conducted.

(20 marks)

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